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17 JAN 1964

MEMORANDUM FOR: Deputy Director for Support

SUBJECT : Agency Relations with News Media

1. As requested, this memorandum states our views concerning paragraphs 5 and 6 of Executive Memorandum No. 121.

2. First, as to the impact of recent Agency publicity on areas of interest to the Office of Personnel: we believe the recent publicity reflected favorably upon the Agency and brought to public attention facets of our work which have been relatively unknown to the general public. Our experience in the recent "100 Universities Program" showed that there is little awareness or understanding of the broad scope of the Agency's functions even among educated citizens who are interested in this country's foreign affairs. To the extent that such publicity establishes better understanding and greater awareness, our job of recruiting superior candidates will be made easier.

3. Second, as to our recommendations for accomplishing the purpose described in paragraph 5 of Executive Memorandum No. 121:

a. I believe that continuation of the "100 Universities Program" can be a useful means of presenting the desired image to a substantial cross-section of the academic world. It is important to note that a substantial public relations program can be carried in this form without any recriminations that public relations is inherent in this recruitment activity.

b. I believe that it might be helpful to tell Agency employees, particularly those who openly identify themselves as or who are known to friends and associates as "CIA", what we are trying to do. By this, I do not mean to enlist them in a campaign to present a desired image of the Agency but to orient them regarding the Agency's broad functions, emphasizing those stated in paragraph 5. Although new employees are given an excellent briefing on the Agency's functions when they enter on duty, I believe that this is lost in the passage of time and the individual's focus on his particular job or area. A talk by a senior Agency official concerning the Agency's mission and role would provide them with both knowledge and useful guidance in how to handle any discussion of the Agency's work with their friends and associates. In addition, there might well be a dividend in contributing to good morale by talking with employees about the important work done by the Agency with which they may be completely unfamiliar. If this suggestion were adopted, it might be desirable to present the same talk in the auditorium on several dates to give a large number of employees an opportunity to attend-- in fact, it might be desirable to make attendance at certain grade levels (GS-12 and above?) mandatory.

Emmett D. Echols

Director of Personnel

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